

## CHAPTER 9

### SIGN CONSTRUCTION AND DESIGN: SPECIFIC STANDARDS BY SIGN TYPE

#### SECTION:

#### 12-9-1 SIGN CONSTRUCTION AND DESIGN: SPECIFIC STANDARDS BY SIGN TYPE

The following signs are the only types of permanent signs permitted in the Village.

##### A. Ground Signs

Ground signs are permitted subject to the following:

1. Ground signs are permitted only in the districts listed in Tables 1 and 2, subject to the regulations of Tables 1 and 2 and this Title.
2. One (1) ground sign is permitted per street frontage of a zoning lot with a maximum of two (2) sign faces, except that any lot or parcel with a frontage of eight hundred (800) feet or more may have two (2) ground signs located not less than four hundred (400) feet apart. If a zoning lot has frontage on more than one (1) street then said lot will be allowed one (1) ground sign per frontage, provided there is sufficient frontage to place the two (2) signs no closer than one hundred (100) feet apart.
3. In addition to a ground sign, drive-through establishments are permitted one (1) menu board sign, whether constructed as a ground sign or double post sign, no more than forty (40) square feet in sign area, no more than six (6) feet in height and no less than twenty (20) feet from any lot line.
4. Ground signs must be setback a minimum distance from the edge of the street, as shown in Table 1: Ground Signs – Monument and Table 2: Ground Signs – Double Post. All signs must be located entirely on private property. No part of any ground sign may be located within or over a street.
5. All ground signs shall be approved by the Department of Community and Economic Development as being in compliance with Title 5, Chapter 4 of the Village Code and shall be constructed of incombustible or approved combustible materials as defined in Section 12-3-1 Definitions.
6. Ground signs may be illuminated by backlit/reverse channel or channel lighting or by external lighting fixtures such as goosenecks and flood lights, with lighting color restricted to shades of white. Internally illuminated ground signs shall be designed so light is filtered through the face of individually cut letter sets. Within the Downtown Sign District, internal illumination shall be limited to multi-tenant ground signs only.
7. The sign structure and sign face of ground signs shall exhibit good scale and proportion; and shall be an integral part of the site and building design by sharing architectural features with the principal structure, including one or more building materials, colors, or design elements.
8. The sign material of ground signs shall consist of materials such as wood, stone, brick, copper, bronze, steel, brushed aluminum, iron, concrete, or similar. Synthetic plaster

shall be permitted if it is used as a primary exterior material on the approved principal structure.

9. Letters and logo(s) are limited to no more than two (2) colors and must be individually carved, etched, or raised and may consist of plastic, wood, or metal letters, with a non-reflective surface, on a contrasting background. Multiple colors used on a logo or mark registered with the United States Patent and Trademark Office are permitted. Consistency must be provided between ground sign lettering and the accompanying wall signs on the building.
10. All ground signs in the Downtown District must be constructed of natural materials, such as wood, stone or masonry, including composite materials that give the impression of such materials.
11. All monument ground signs in the Downtown District shall be composed of three (3) parts: base, sign area and cap.
12. Ground signs for multi-tenant buildings shall exhibit the same design characteristics; including materials, color, fonts, lighting, tenant panels, etc, and shall be consistent in design where there are multiple ground signs on a single property. Ground signs for multi-tenant buildings are limited to four (4) tenants per sign face and a development name. The development name must be larger than the name of individual tenants. In addition, the development name may be distinguished from the individual tenants by font, color or material.
13. The Copy Area shall be a minimum of 2 inches (2") from the perimeter of each Sign Face and shall not exceed a maximum of seventy percent (70%) of the Sign Area.

<b>TABLE 1 GROUND SIGNS – MONUMENT</b>				
<b>SIGN DISTRICT</b>	<b>Maximum Sign Area</b>	<b>Maximum Height of Monument</b>	<b>Maximum Length of Monument</b>	<b>Minimum Setback</b>
<b>Downtown Sign District - Single Tenant</b>	54 sq. ft.	6 ft.	9 ft.	15 ft.
<b>Downtown Sign District - Multi Tenant</b>	67.5 sq. ft.	7.5 ft.	9 ft.	15 ft.
<b>Corridor Commercial Sign District - Single Tenant</b>	60 sq. ft.	6 ft.	10 ft.	15 ft.
<b>Corridor Commercial Sign District - Multi Tenant</b>	75 sq. ft.	7.5 ft.	10 ft.	15 ft.
<b>Office/Industrial Sign District</b>	72 sq. ft.	6 ft.	12 ft.	15 ft.
<b>Residential Sign District</b>	30 sq. ft.	5 ft.	6 ft.	15 ft.

TABLE 2 GROUND SIGNS – DOUBLE POST					
SIGN DISTRICT	Maximum Sign Area	Maximum Structure Area	Maximum Structure Height	Maximum Structure Length	Minimum Setback
Downtown Sign District	24 sq. ft.	66 sq. ft.	5.5 ft.	12 ft.	15 ft.
Corridor Commercial Sign District	30 sq. ft.	72 sq. ft.	6 ft.	12 ft.	15 ft.
Office/Industrial Sign District	30 sq. ft.	72 sq. ft.	6 ft.	12 ft.	15 ft.
Residential Sign District	20 sq. ft.	44 sq. ft.	5.5 ft.	8 ft.	15 ft.

## B. Wall Signs

Permanent wall signs are permitted in the Downtown Sign District, the Corridor Commercial Sign District, the Office/Industrial Sign District and for non-residential uses in the Residential Sign District, subject to the following standards.

1. Wall signs are permitted only in districts listed in Table 3, subject to the regulations of Table 3 and this Title. The maximum Sign Area of a wall sign shall be ten percent (10%) of the area of the wall to which it is attached, including doors and windows, or the maximum wall sign area listed in Table 3, whichever is less.
2. Wall signs are permitted for each building wall that faces a public street or parking lot, with no more than one (1) wall sign permitted on any wall, unless permitted by Section 12-9-1(B)(11) and Section 12-9-1(B)(13). Where there is a secondary customer entrance, an additional wall sign is permitted but shall be limited to no more than sixteen (16) square feet and shall only indicate the name of the business and the words “entrance,” “enter” or similar term.
3. The total area of a side wall sign or signs shall not exceed five percent (5%) of the area of the side façade of the principal building, including doors and windows, or twenty-five (25) square feet, whichever is less. Any side wall sign must be located facing a side yard of twelve (12) feet or more in width on the same lot.
4. Wall signs must be safely and securely attached to the building wall. Wall signs must be affixed flat against the building wall and must not project more than six (6) inches from the building wall. Illuminated wall signs shall not be permitted to extend more than twelve (12) inches beyond the sign face or sign structure.
5. No wall sign affixed to a building, including sign support structure, may project beyond the ends or top of the wall to which it is attached. On buildings existing on the effective date of this Title, July 1, 2009, a parapet wall must not be constructed for the sole purpose of increasing the allowable height of a wall sign.
6. Wall signs shall not cover windows, doors or architectural features.
7. For buildings in commercial use, wall signs should be located on the sign frieze, or the portion of the building immediately above the first floor windows and below the second floor window sills in the case of a two-story building. For buildings in office use that are larger than two-stories, wall signs may be located on the top floor of the building no more

than five (5) feet above the windows on the top floor and no portion of such wall sign shall extend above the roof line.

8. Wall signs may be constructed of wood, metal or plastic.
9. Internally illuminated wall signs shall only consist of backlit/halo illumination and be designed so light does not filter through the face of individually cut letter sets. In the Corridor Commercial and Office/Industrial Sign Districts, internal illumination where light is filtered through the face of individual letter sets is permitted under the following conditions: a) the majority of gross floor area must be devoted to office use; b) the wall sign shall only identify the office occupant; c) the building height must be a minimum of forty (40) feet; and d) the wall sign shall be mounted a minimum of thirty-five (35) feet above grade. Gooseneck reflectors are permitted on all wall signs provided the reflectors concentrate the illumination upon the sign face only.
10. In no case shall any side wall or rear wall sign be permitted to contain any form of illumination if said wall is adjacent to a residential district.
11. On multi-tenant commercial buildings, all wall signs must be located at a generally uniform height on the building wall in similar proportion to one another. Wall signs identifying individual tenant spaces in multi-tenant structures shall be centered within each leaseable space unless otherwise approved by the Department of Community and Economic Development. Signs within a multi-tenant commercial development must be of a natural or white finish, however a logo or mark registered with the United States Patent and Trademark Office shall not be limited by color. Where a single principal building is devoted to two (2) or more business or commercial uses, the operator of each such use may install a wall sign. The maximum area of each such sign shall be determined by the proportionate share of the front façade, including doors and windows, of the principal building occupied by each such use and applying such proportion to the total sign area permitted for the front wall of the building.
12. On multi-tenant office buildings, one wall sign shall be permitted per building frontage, provided signs have a minimum separation from the common edge of each building frontage equal to ten feet (10') or one third (1/3) of the length of the respective frontage, whichever is lesser.
13. On multi-tenant industrial buildings, individual tenant wall signs shall be permitted only for those tenant spaces that have individual entrances facing a public street or a parking lot. Such signs must be located over or next to a corresponding entrance at a uniform height on the building wall in similar proportion to one another. Regardless of whether the first wall sign in any multi-tenant building is installed over the entry or next to the entry, that same placement type shall be required for any additional signs in the same building. The maximum area of each such sign shall be determined by the proportionate share of the front façade, including doors and windows of the principal building occupied by each tenant space and applying such proportion to the total sign area permitted for the front wall of the building. Any two adjoining wall signs placed next to entrances shall be located no closer than 1 foot (1') from each other. Any two adjoining wall signs placed above entrances shall be located no closer than 5 feet (5') from each other.
14. Within a single-tenant commercial development, signs utilizing carved, etched, or raised letters are not limited by color. Metal letters and logos shall have a non-reflective metal surface.
15. Wall signs shall be attached to a building façade at a height of not less than eight (8) feet

above any sidewalk, and may not extend over said thoroughfare and/or sidewalk.

16. Consistency must be provided between ground sign lettering for individual tenants and the corresponding lettering of wall signs on the façade of the building.

TABLE 3 WALL SIGNS					
SIGN DISTRICT	Maximum Sign Area	Maximum Sign Length	Maximum Height of Sign Face	Maximum Height of Letters	Maximum Height of Logo
Downtown Sign District	10% of the area of the wall to which the sign is attached	15 ft.	2 ft.	18 in.	24 in.
Corridor Commercial Sign District	10% of the area of the wall to which the sign is attached	18 ft.	3 ft.	24 in.	30 in.
Office/Industrial Sign District	10% of the area of the wall to which the sign is attached	20 ft.	3 ft.	24 in.	30 in.
Residential Sign District - Non-residential Use	10% of the area of the wall to which the sign is attached, or 24 sq. ft., whichever is less	8 ft.	2 ft.	12 in.	18 in.

### C. Awnings and Canopies

Awnings and canopies that are considered an architectural feature of a building not used for advertising are not considered a sign. Awnings and canopies containing an advertising message shall be considered a sign, subject to review by the Architectural Review Board and are subject to the following regulations:

1. Awnings and canopies are permitted signs in any non-residential sign district.
2. All awnings or canopies must maintain a minimum eight (8) foot clearance from grade. Awnings and supports for canopies must not extend past a setback two (2) feet from the curb line, or if there is no curb line the property line.
3. An advertising message on any individual awning or canopy is limited to twenty-five percent (25%) of the surface of the vertical face of the awning or canopy on which it is placed. The advertising may contain one (1) of the following items of information per awning or canopy: the legal business name, logo, or a business product or service; all of a consistent color and font size. No more than four (4) awning or canopy signs are permitted on each frontage described in Paragraph 4 below.
4. Awning and canopy signs shall be permitted for each facade of a building or tenant space that has been designed to include a customer entrance, display or decorative window, or for which the architectural design treatment and details are the same as those used in the primary facade of the building, subject to review by the Architectural Review Board.
5. Awning or canopy signs shall be centered on the awning or canopy to which they are affixed and located parallel to the building facade upon which the awning or canopy is attached.

6. Awnings and canopies shall be constructed out of incombustible, non-reflective material. Back-lit awnings and canopies are prohibited.



*Examples of awnings that meet the standards of 12-9-1-C*

7. Awnings and canopies must be securely attached to and supported by a building. All frames and supports must be made of metal or other similar rigid material and meet the requirements of Title 5, Chapter 4.
8. All awnings or canopies shall comply with the following design standards:
  - a. Awnings and canopies shall be compatible in material and construction to the style and character of the building. The color of the awning or canopy shall be compatible with the overall color scheme of the façade.
  - b. Awnings and canopies shall be generally aligned with others nearby in order to maintain a sense of visual continuity.
  - c. Awnings and canopies shall be tailored to the façade of the building and positioned so that distinctive architectural features remain visible.
  - d. All awning and canopy signs located on an individual building shall be of a similar size with no more than one (1) line of horizontal sign copy permitted per awning or canopy sign. However, if the awning or canopy sign message is part of a business registered name displayed over two lines, two lines shall be permitted.
  - e. Awning or canopy signs will not be permitted on the sloped or curved face of an awning or canopy.
9. The following maximum dimensions are permitted for awning and canopy signs:
  - a. Letter Height: Twelve (12) inches.
  - b. Logo Height: Eighteen (18) inches.
  - c. Sign Face Height: Eighteen (18) inches.
  - d. Sign Length: Ten (10) feet.
  - e. Sign Surface Area: Ten (10) square feet.

## **D. Blade Signs**

### **1. Location**

Blade signs shall be erected perpendicular to the structure to which they are attached. Signs erected at the corner of a building may be placed at a one-hundred-thirty-five (135°) degree angle to the facade of the building used for customer entrance. No portion of a blade sign shall be permitted to be less than ten (10) feet above the level of the walkway or predominant grade over which it extends.

### **2. Size**

Blade signs are permitted up to a maximum surface area of four (4) square feet for tenants in multi-tenant buildings and twenty (20) square feet for free-standing businesses.

### **3. Quantity**

One (1) blade sign shall be permitted for each public entrance into an individual tenant/business space. However, for tenant spaces or buildings with a corner building entrance orientation, one (1) blade sign shall be permitted per building frontage.

### **4. Sign Design and Materials**

- a. All blade signs located on an individual building shall be of a similar size and proportion.
- b. A blade sign shall not extend more than three (3) feet from the wall/ceiling to which it is attached.
- c. Blade signs shall be designed to relate to the architectural design of the building to which they are attached.
- d. Blade signs shall be constructed of wood, metal or similar materials, at the recommendation of the Architectural Review Board and approval by the Village Board.

## **E. Marquee Signs**

Marquee signs shall be restricted to a position over the main entrance into a building.

### **1. Location**

No marquee shall be erected in any residential district.

### **2. Construction Materials Required**

All marquees, including the anchors, bolts, supports, rods and braces thereof, shall be constructed of incombustible or approved combustible materials, shall be designed by a structural engineer and shall be approved by the Department of Community and Economic Development as being in compliance with the Village Building Code. If appropriate, an electrical inspection shall be made to determine if the marquee is in compliance with all electrical provisions of this Code.

- a. Drainage: The roof of all marquees shall be properly guttered and connected by downspouts to a storm sewer or other drainage that is acceptable to the Department of Community and Economic Development so that the water therefrom will not flow onto public property.
- b. Roofs: The roofs of all marquees shall be used for no other purpose than to form and constitute a roof, and shall be constructed of incombustible materials.
- c. Erection, Bracing, Anchorage and Supports: Marquees shall be supported solely by the building to which they are attached, and no columns or posts shall be permitted as support therefore.
- d. Roof Live Load Requirements: The roof of any marquee shall be designed and constructed to support a live load of not less than forty (40) pounds per square foot.
- e. Anchorage to Wood Structure Prohibited: No marquee shall be erected on any building of wood frame construction.

### 3. Height above Sidewalk

No portion of a marquee shall be permitted to be less than ten (10) feet above the level of walkway over which it extends.

- a. Setback from Curb Line: No marquee shall be permitted to extend beyond the property line or over a street.
- b. Width: No marquee shall be wider than the entrance or entrances of the building, plus five (5) feet on each side thereof, unless approval is recommended from the Architectural Review Board and approved by the Village Board.

### 4. Signs Attached to Marquees

No temporary sign as defined elsewhere within this Title, shall be attached to, or hung from a marquee except changeable copy affixed or illuminated directly upon the vertical hanging fascias of the marquee. The Sign Face on any marquee shall be limited to fifty percent (50%) of the gross surface area of the vertical hanging fascias of the marquee.

## F. Vehicle Fueling Station Signs

For vehicle fueling stations, regardless of which sign district each is located in, all signs must comply with the regulations contained in Paragraphs A (Ground Signs) or B (Wall Signs) above. In addition, the following permanent signs shall be permitted:

- 1. Wall signs limited to those which identify the brand name or logo of the fueling station.
- 2. Additional signage may be integrated into ground signs for the purpose of indicating the price of gasoline only, subject to the following criteria:
  - a. Manual Changeable Copy Sign: The sign area of such signs shall not exceed twelve (12) square feet, in surface area.
  - b. Electronic Message Sign:



- i. Shall consist of L.E.D. panels that, at a minimum, utilize Multi-Segment L.E.D. Technology (MST) digit configuration displays.
- ii. Not more than two (2) gasoline products shall be displayed per sign face.
- iii. Digits shall not exceed twelve (12) inches in height and are limited to three (3) digit numerical displays, not including a 9/10<sup>th</sup> fractional digit or decimal point.



*Illustration of three digit numerical display for 12-9-1-F-2-biii,*

- iv. L.E.D. color shall be limited to one (1) color on black background and shall be the same color for each L.E.D. display used.
  - v. The maximum brightness permitted shall not exceed 3,250 nits during the day and 500 nits at night. Additionally, each L.E.D. panel shall include a circuit board equipped with light sensors per side to automatically adjust L.E.D. brightness based on ambient light level.
  - vi. Shall be turned off at the close of daily business operating hours, unless such vehicle fueling station operates 24 hours per day.
  - vii. All electronic images must remain static. No flashing, blinking, chasing, animations or other attention seeking effects shall be permitted.
3. One (1) sign over each pump stand not to exceed eighteen (18) inches in height with length governed by the length of the pump structure itself.

**G. Directional Signs**

Directional signs accessory to parking and driveway areas are permitted subject to the following regulations:

- 1. One (1) sign may be erected to designate each entrance to or exit from a parking or driveway area. One (1) additional directional sign is permitted for each intersection of drive aisles within a site, to identify traffic routing, entrances and services, such as drive-in lanes. Each such sign shall not exceed three (3) square feet in area. Directional signs may be double-faced signs and placed no higher than four (4) feet above grade.
- 2. Directional signs must identify use only by means of a logo, shape, or color with the exception of words such as ENTRANCE or EXIT. Directional signs may also identify walkways, parking lot entrances and exits, and features of a similar nature.
- 3. When more than one (1) directional sign is located on a single site or unified

development, each Directional Sign shall maintain a consistent sign design.

4. Directional signs must be located entirely on the property to which they pertain and must be located so as not to interfere with the safe sight distances of vehicles traveling into, out of, or throughout the site.